



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
-----------------	-------------	----------------------	---------------------	------------------

10/711,572

09/25/2004

George J. Nassef JR.

5571

43836

7590

10/10/2007

VALETNOIR INC - A NEW YORK CORPORATION

1140 BROADWAY

SUITE 903

NEW YORK, NY 10001

EXAMINER

TORIMIRO, ADETOKUNBO OLUSEGUN

ART UNIT

PAPER NUMBER

3714

MAIL DATE

DELIVERY MODE

10/10/2007

PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary	Application No. 10/711,572	Applicant(s) NASSEF, GEORGE J.	
	Examiner Adetokunbo O. Torimiro	Art Unit 3714	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 25 September 2004.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-19 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-19 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. _____.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____ |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08)
Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____ |

DETAILED ACTION

Specification

1. Applicant is reminded of the proper language and format for an abstract of the disclosure.

The abstract should be in narrative form and generally limited to a single paragraph on a separate sheet within the range of 50 to 150 words. It is important that the abstract not exceed 150 words in length since the space provided for the abstract on the computer tape used by the printer is limited. The form and legal phraseology often used in patent claims, such as "means" and "said," should be avoided. The abstract should describe the disclosure sufficiently to assist readers in deciding whether there is a need for consulting the full patent text for details.

The language should be clear and concise and should not repeat information given in the title. It should avoid using phrases which can be implied, such as, "The disclosure concerns," "The disclosure defined by this invention," "The disclosure describes," etc.

2. The abstract of the disclosure is objected to because it contains 166 words, which is more than the allowed range of 50-150 words. Correction is required. See MPEP § 608.01(b).

Claim Objections

3. Claims 2-11 and 13-19 are objected to because of the following informalities:

Claims 2-11 and 13-19, line 1: the limitation "a customer relationship" should be -- the customer relationship --.

Appropriate correction is required.

Claim Rejections - 35 USC § 102

4. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless -

(e) the invention was described in a patent granted on an application for patent by another filed in the United States before the invention thereof by the applicant for patent, or on an international application by another who has fulfilled the requirements of paragraphs (1), (2), and (4) of section 371(c) of this title before the invention thereof by the applicant for patent.

Art Unit: 3714

5. Claims 1- are rejected under 35 U.S.C. 102(e) as being anticipated by Walker et al (US 2003/0003988).

Re claims 1,10, and 12: Walker et al discloses a customer relationship management system comprising having a database (208); having said database contain data about a gaming player; and allowing said data to be accessed by users of the system being use to offer promotions to said player; customer relationship management system comprising having a database (608) on which a promotion file resides; having said promotion file contain data about a gaming player; having said promotion file contain information about promotion, and allowing said data to be accessed by users of the system being use to offer promotions to said player (see **figs.2 and 6; abstract; par. [0091] and par. [0098]**).

Re claims 2-7 and 13-17: Walker et al disclose further comprising having said system being accessible by a user through the Internet (see **par. [0034], lines 1-3**); further comprising having said data being historic data of said gaming player; further comprising having said historic data being the gaming history of said gaming player (see **par. [0105] and par. [0144]**); further comprising having said data being the preferences of said gaming player (see **abstract, lines 2-4**); further comprising having said system connecting to other database systems (see **fig.2; par. [0091], lines 1-4**); further comprising having said promotions written in a player's native language (see **par. [0380], lines 12-14**). It is apparent to examiner for offer and promotions to be offered to

Art Unit: 3714

player using the pre-configured language setting because only then can the promotion be understood and effective.

Re claims 8,9,11,18, and 19: Walker et al disclose further comprising having said system contacting said gaming player about a promotion (see par. [0202]); further comprising where said gaming player is contacted based on a selection criteria; further comprising where said promotions are forwarded to a player based on selection (see par. [0391]).


Conclusion

6. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure. Acres et al teaches a method for operating networked gaming devices; Goldberg et al discloses a network gaming system; Walker et al discloses an electronic gaming system offering premium entertainment services for enhanced player retention; Paulsen discloses a personal gaming device.

7. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Adetokunbo O. Torimiro whose telephone number is (571) 270-1345. The examiner can normally be reached on Mon-Fri (8am - 4pm).

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Robert Pezzuto can be reached on (571) 272-6996. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

AT


ROBERT E. PEZZUTO
SUPERVISORY PRIMARY EXAMINER